



**HOW TO LEARN **MASLOW'S** MOTIVATIONAL  
THEORY IN LESS THAN 2 MINUTES TOPS.....**

**AND STILL BE ABLE TO **RETAIN AND  
EXPLAIN** THE INFORMATION AT WILL!**

## The Maslow Factor

Don't get me wrong, I'm not knocking Maslow here but it can be a really dull and boring theory to learn!

Maslow's "**Hierarchy Of Needs**" has done the rounds on nearly every leadership, management and motivational course known to man!

I was having some fun in the office the other week and I asked the question:

***"Count up how many times you have heard Maslow's hierarchy of needs on a training course?"***

The response was that on average each of my trainers had heard it 23 times!

This was not them covering it on one of their own courses but as recipients on courses they have attended throughout their career!

Staggering!

I then went on to ask...

***"Out of those times, was it by and large covered in the same way?"***

98% said it was!

I'll put my hand up and admit that whilst it is useful, Maslow can be very boring!

My question to you therefore is this....

***"What are you currently doing to bring Maslow's hierarchy of needs into the 21<sup>st</sup> Century?"***

This is very applicable to younger managers or managers who are now leading for the first time.

They need to learn the theory in an enjoyable way so that the learning sticks with them.

We use Tom Hanks to teach Maslow's Hierarchy of Needs! No, not the man himself but one of his films!

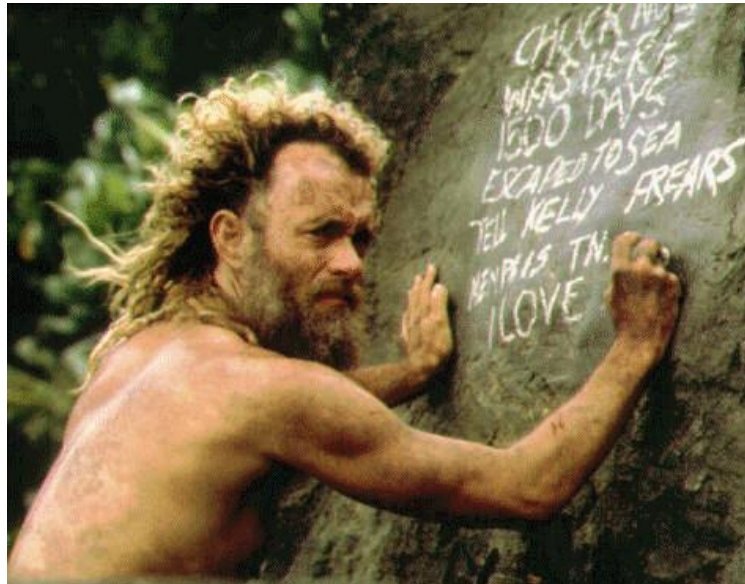
Want to know how you can teach Maslow's theory in under 2 minutes?

Well, read on and please feel free to use it yourself if you feel the need.

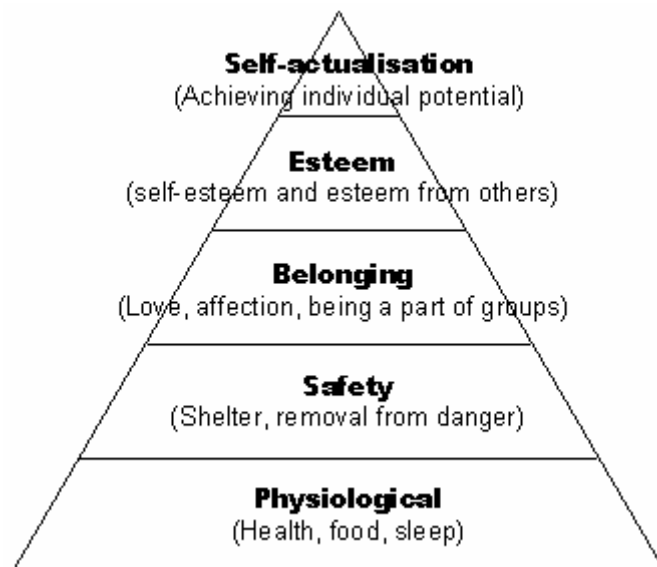
## Cast Away

At MTD we use a lot of accelerated learning techniques, story telling and metaphors to make learning an enjoyable process and at the same time make the learning easy to remember and apply back in the workplace.

The film **CASTAWAY** starring Tom Hanks, is a prime example of using a modern metaphor to learn motivational theory.



So let's look at Maslow's Hierachy of Needs and compare them to what happened to Tom Hanks when he was marooned on that Island in the middle of no-where.



Yes, we all recognise Maslow's diagram above!

Let's look at the diagram in light of what happened to Tom Hanks!

**What was one of the first things he did after he was marooned?**

Yup! He looked for food. Remember him catching the fish and chopping down the fruit?

He was meeting his physiological needs first.

**What did he do next?**

Well, he built a little hut for himself to shelter him from the sun and the rain. Here, he was meeting his safety needs

So he had food and he made shelter but he needed connection and belonging.

There was no one on the island but he did bump into.....

# WILSON!



Tom Hanks needed connection, belonging and love so he made an imaginary friend called Wilson from a washed up volleyball!

He even got into arguments with the thing!

Wilson and he were a team.

Wilson even made Hanks feel good about himself which fulfilled his requirement for self-esteem!

## **But in the end...**

Food, shelter, connection and self-esteem was not enough for Hanks without growth and moving towards something. Hence he set about to get off the island. He had ambitions!

Now, that was Maslow's Hierarchy of Needs explained in a nutshell!

Okay, it's an over simplification of it but I would bet any money that your delegates would remember that over any theory based learning that you could give them.

So that's Maslow in less than 2 minutes!

If you needed anyone to explain the fundamental motivational needs that anyone has just get them to think about Tom Hanks and what he did when he realised he was marooned! That's what Maslow is all about!

Think about what you can do to bring your learning into the 21<sup>st</sup> Century and do not be scared to innovate and experiment. Learning is all about remembering and linking an existing known to an unknown.

With our example, we are linking an unknown i.e Maslows theory, to a known i.e the film Castaway. (As long as you have seen it that is!)

Look through your own material and give it a spring clean!

Take care and I look forward to helping you soon

Sean

*Sean McPheat*





MTD, the management training specialists, has been working with a **wide variety of clients** (both large and small) in the UK and internationally since 2001.

Since that time we have delivered training in over **23 different countries** to over **2,500** different organisations and have helped in excess of **50,000** staff.

Our head offices are based in the Midlands where we have our very own training centre, including a multi-media suite that enables us to provide a full range of blended learning solutions including video, podcasts, e-learning and online support solutions.

We specialise in providing:

- In-house, **tailor made** management training courses (1-5 days duration)
- **Open courses** (Delivered throughout the UK at various locations)
- Management & leadership development **programmes** (From 5 days to 2 years)
- **Blended** learning solutions (online and offline)
- Corporate and executive **coaching** (With senior or middle managers)

Our team of **highly skilled and experienced trainers** and consultants have all had distinguished careers in senior management roles and bring with them a wealth of practical experience to each course. At MTD Training we will design and deliver a solution that **suits your specific needs** addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

### Our Key Unique Selling Point

*“Bespoke, practical and quality training delivered by a trainer experienced in your industry is a “given”. Where we really make a difference is how we **help your managers to embed and implement the learning** after the course. We offer industry leading post course support to make this happen so you get a real, tangible return on your investment”*



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